



## RETREAT AGENDA DRAFT MINUTES FLAGSTAFF CONVENTION AND VISITORS BUREAU TOURISM COMMISSION

January 13, 2021 – 11:00 a.m.-1:00 p.m.

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### A. CALL TO ORDER

Chair Madeksza called the meeting to order at 11:05 a.m.

### B. ROLL CALL:

Terry Madeksza, Chair, [present](#)  
Jennifer Grogan, Vice-Chair, [present](#)  
Steve Finch, [present](#)

Lynda Fleischer, [joined at 11:12 p.m.](#)  
Joe O'Donnell, [present](#)  
Jennifer Rolley, [joined at 11:07 a.m.](#)

*As a reminder, if you are carrying a cell phone, computer, two-way radio, or other sound device, we ask that you turn it off at this time to minimize disruption to today's meeting.*

### C. LOCAL CHECK-IN

[None](#)

### D. PUBLIC PARTICIPATION

*The Arizona Open Meeting Law prohibits the Commission from discussing or taking action on an item which is not listed on the prepared agenda. Commissioners may, however, respond to criticism made by those addressing the Commission, ask staff to review a matter, or ask that a matter be placed on a future agenda. Each public comment is limited to **three** minutes.*

[None](#)

### E. FY22 SALES & MARKETING COLLABORATION

A. Presentation by the Discover Flagstaff Team on the FY22 proposed Direct Sales, Media Relations, and Marketing Activities.

[Staff gave their presentation on the FY22 proposed Direct Sales, Media Relations, and Marketing Activities.](#)

#### Questions/Comments:

- Commissioner Fleischer asked about the “responsible visitor” and asked for a definition for this person. Is there a way to promote this? Ms. Pappas will answer her question
- Commissioner Fleischer asked if the Winter Maps are available again this year. Yes, the maps are available in print and online download. Staff Jessica Lawrence will drop off some maps to Altitudes this week.
- Commissioner Finch noted the great presentation and fantastic job to staff. ADR comparisons, are we improving? 2020 is not a good comparison, can you include 2019 stats to see if we are getting back to normalcy? Ward answered yes. Chair Madeksza asked if we can see BBB Revenue as well for comparisons and can provide the link to the City's Website. Chair Madeksza asked if a line can be added to the monthly staff reports. Director Ward answered yes.
- Chair Madeksza didn't see anything about Flagstaff Local program and asked if this will continue in FY22? Yes, it will take on more of a Social Media platform. Will be working and being a part of the entire Economic Vitality Division team.

- Commissioner O'Donnell noted great job on presentation and asked for a one-page summary/plan regarding the goals for FY22. Director Ward answered yes, we can send the PDF presentation to the Commissioners. Are there assigned goals? Yes, each staff is assigned with a goal but in the Human Resources program. What is being measured? Producing goals is not a problem for staff. What is the plan for [www.flagstaff365.com](http://www.flagstaff365.com)? Is there a new strategy for this? Yes, with the partnership with Flagstaff Arts and with COVID there is less activity for now. Trace will circle back with the team and will let the commission know the plan.
- Chair Madeksza asked if there are additional funds/revenues to programs for Discover Flagstaff. Director Ward answered yes, in the current funding bill there is language for quasi-government DMO's, CVB's, and PPE. The roadblock is having an EIN number, and since Discover Flagstaff is part of the City of Flagstaff, we use one tax ID number. Trace and Purchasing are looking into this.

#### **F. APPROVAL RECOMMENDATION OF FY22 SALES & MARKETING BUDGET**

Chair Madeksza wrote down some goals and asked to have more discussion at the next meeting. The additions she had are:

- Including info on measurements/metrics
- Comparisons in hotel occupancy to see it stretch to see more time
- Inclusion in flag 365 discussions

Yes, Director Ward agreed to highlight changes to these additions before the next meeting.

Chair Madeksza asked Commissioners to make a list of questions/comments to have ready at the next meeting. Great work Discover Flagstaff, the work, the presentation Look forward to the year ahead.

Next meeting January 26, 2021

#### **G. ADJOURNMENT**

The meeting adjourned at 1:21 p.m.